RONETCO SHOP-RITE

To Bob Corky	From Len Weber
Co. Ronetco	
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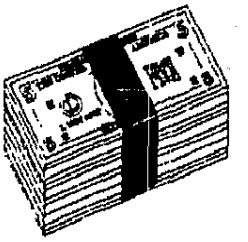
CIGARETTE MERCHANDISING PROPOSAL



PRESENTED BY
LEN WEBER
R. J. REYNOLDS TOBACCO COMAPNY

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Source: https://www.industrydocuments.ucsf.edu/docs/nlhy0000

RONETCO SHOP-RITE

CIGARETTE MERCHANDISING PROPOSAL

RECOMMENDATION: MERCHANDISE CARTONS OF CIGARETTES SELF-SERVICE USING AN "IN-LINE" SETUP FURNISHED BY R. J. REYNOLDS. USE VERTICAL SHARED LOAD WITH RJR AND PHILIP MORRIS SHARING TOP SECTIONS OF FIXTURING.

0 RECOMMENDED CONFIGURATIONS

> 17' (12' FULL PRICED/5' LOW COST)

> 19' (14' FULL PRICED/5' LOW COST)

> 21' (16' FULL PRICED/5' LOW COST)

0 MERCHANDISER FEATURES

> STANDARD AND ELECTRONIC SECURITY WITH NIGHT LOCKUP (FURNISHED AT NO CHARGE)

> ALL SPACE ON MERCHANDISER ALLOCATED TO SHARE OF BUSINESS USING FIGURES TAKEN FROM WAKEFERN ITEM REGRESSION REPORT

- TOP TWO CIGARETTE COMPANIES (RJR AND P. MORRIS) WITH OVER 75% OF TOTAL MARKET SHARE TOP SPACE OF FIXTURING

> HIGHLIGHTED LOW COST SECTION FOR ALL COMPANIES TO ADDRESS FASTEST GROWING SEGMENT OF BUSINESS

> "ENHANCED CANOPY" WITH LIGHTED PRICE SIGNAGE, CLOCK AND DEALER BENEFIT AREA

Check Ht. of Fixture with Canopy

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RONETCO SHOP-RITE

CIGARETTE MERCHANDISING PROPOSAL

PROJECTED FINANCIAL IMPACT

> BASED ON ESTIMATED CONTRACTUAL PAYMENTS FROM ALL CIGARETTE MANUFACTURERS

MERCHANDISER SIZE	MONTHLY PAYMENTS	ANNUALIZED PAYMENTS
17'	$ 1,097.50	$ 13,170
19'	1,271.50	15,258
21'	1,457.50	17,490

note: above monies were calculated based on latest available contractual information from all cigarette manufacturers. it is the retailers obligation to negotiate shelf contracts with each manufacturer.

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CARTON MERCHANDISER PLAN-O-GRAM

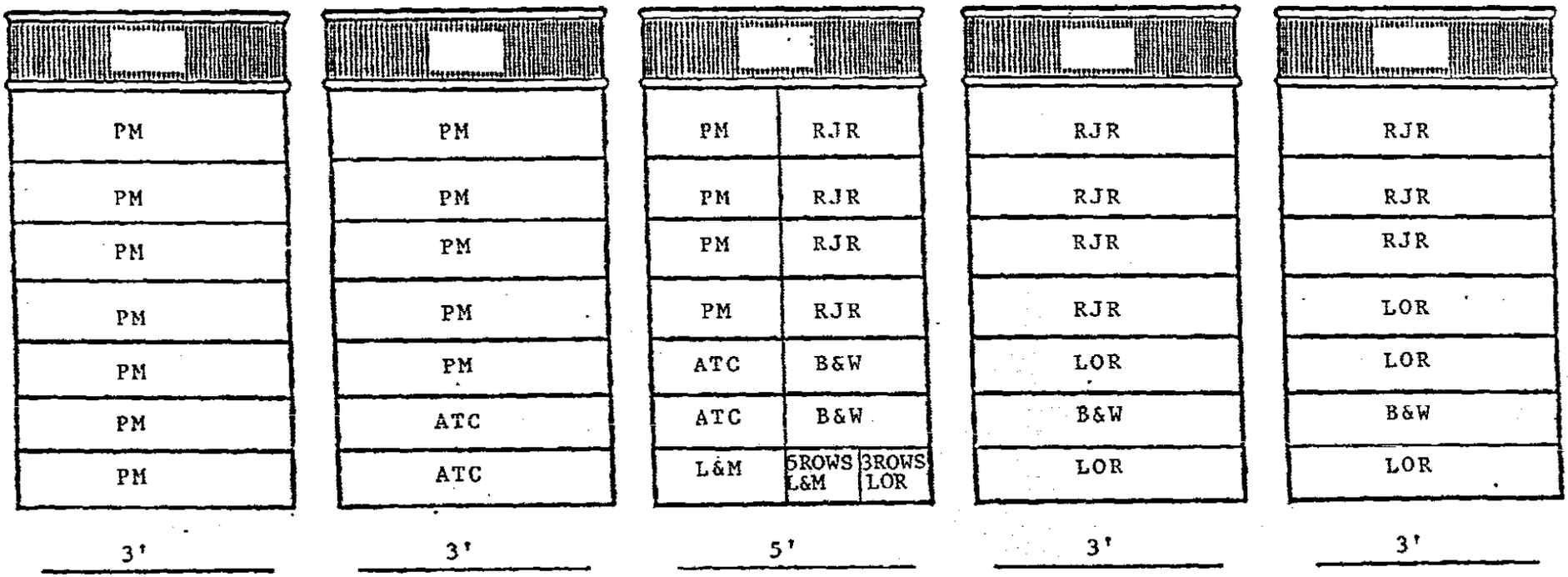
RONETCO SHOP-RITE

17' IN LINE

1,854 CARTONS

AUTHORIZED BY: _____

DATE: _____



COMPANY	ROWS	% ROWS	SOM	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	95	26.1	25.9	$ 301.00	
American	34	9.3	9.6	$ 102.00	
Brown & Williamson	34	9.3	8.0	$ 110.50	
Philip Morris	140(150)	38.5	39.8	$ 402.00	
Lorillard	48	13.2	13.3	$ 138.00	
Liggett & Myers	13	3.6	3.4	$ 44.00	
				$	
TOTALS	364	100%	100%	$ 1,097.50	$ 13,170.00

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Source: https://www.industrydocuments.ucsf.edu/docs/nlhy0000

CARTON MERCHANDISER PLAN-O-GRAM

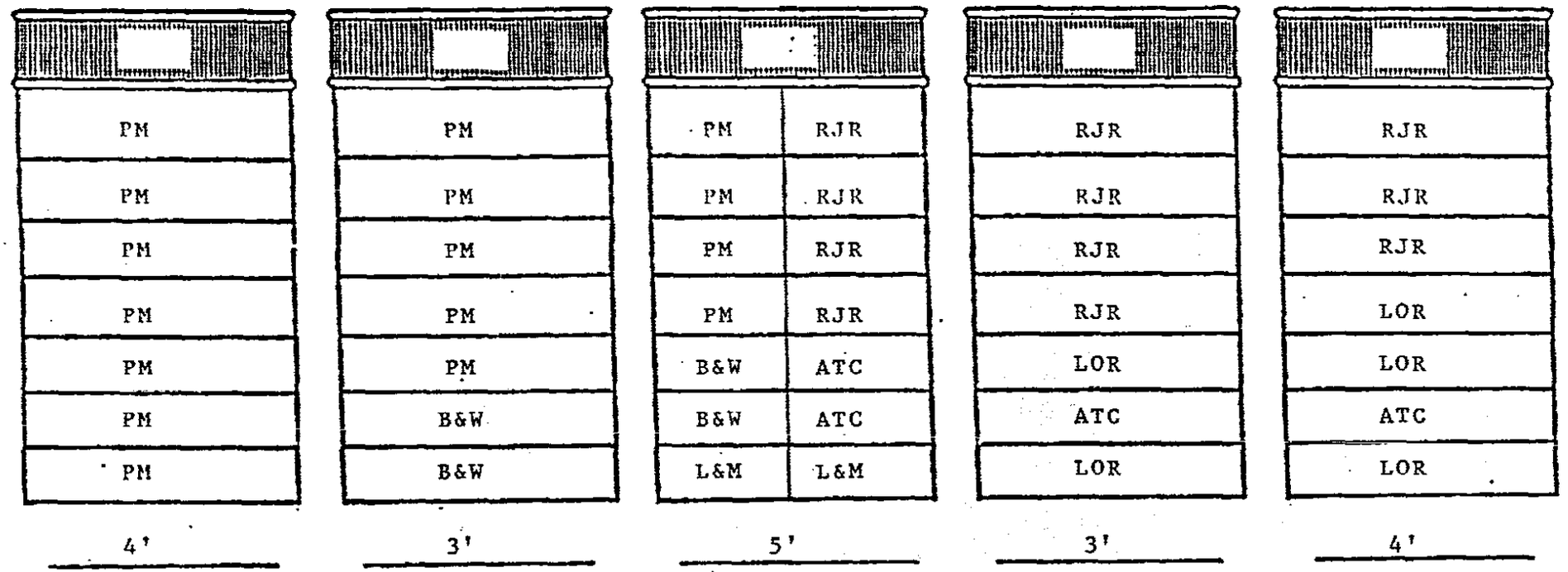
RONETCO SHOP-RITE

19' IN LINE

2,220 CARTONS

AUTHORIZED BY: _____

DATE: _____



COMPANY	ROWS	% ROWS	SOM	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	107	25.5	25.9	$ 337.00	
American	38	9.0	9.6	$ 122.00	
Brown & Williamson	34	8.1	8.0	$ 110.50	
Philip Morris	168(180)	40.0	39.8	$ 514.00	
Lorillard	57	13.6	13.3	$ 138.00	
Liggett & Myers	16	3.8	3.4	$ 50.00	
				$	
TOTALS	420	100%	100%	$ 1,271.50	$ 15,258.00

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Source: https://www.industrydocuments.ucsf.edu/docs/nlhy0000

CARTON MERCHANDISER PLAN-O-GRAM

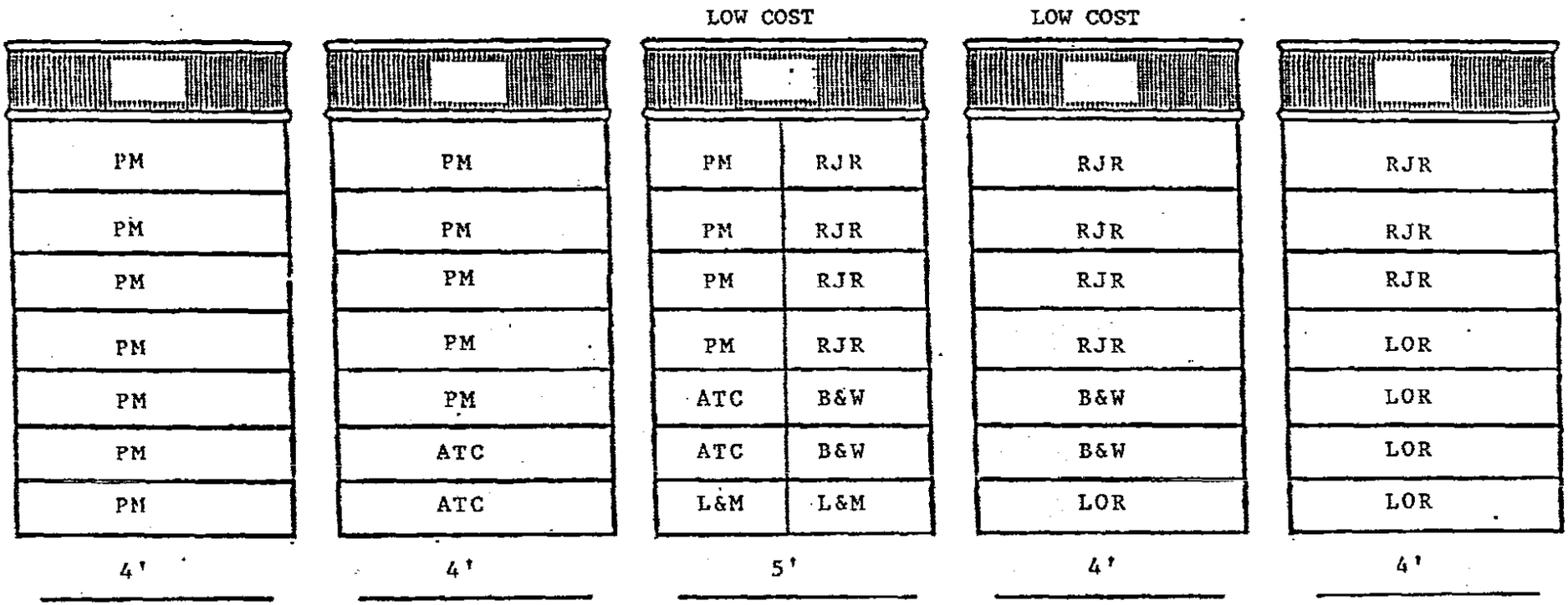
RONETCO SHOP-RITE

21' IN LINE

2,516 CARTONS

AUTHORIZED BY: _____

DATE: _____



COMPANY	ROWS	SHARE/ ROWS	SOM *	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	123	25.8	25.9	$ 385.00	
American	42	8.8	9.6	$ 138.00	
Brown & Williamson	42	8.8	8.0	$ 136.50	
Philip Morris	188(202)	39.5	39.8	$ 602.00	
Lorillard	65	13.7	13.3	$ 138.00	
Liggett & Myers	16	3.4	3.4	$ 58.00	
				$	
TOTALS	476	100%	100%	$1,457.50	$ 17,490.00

* WAKEFERN WAREHOUSE REGRESSION REPORT

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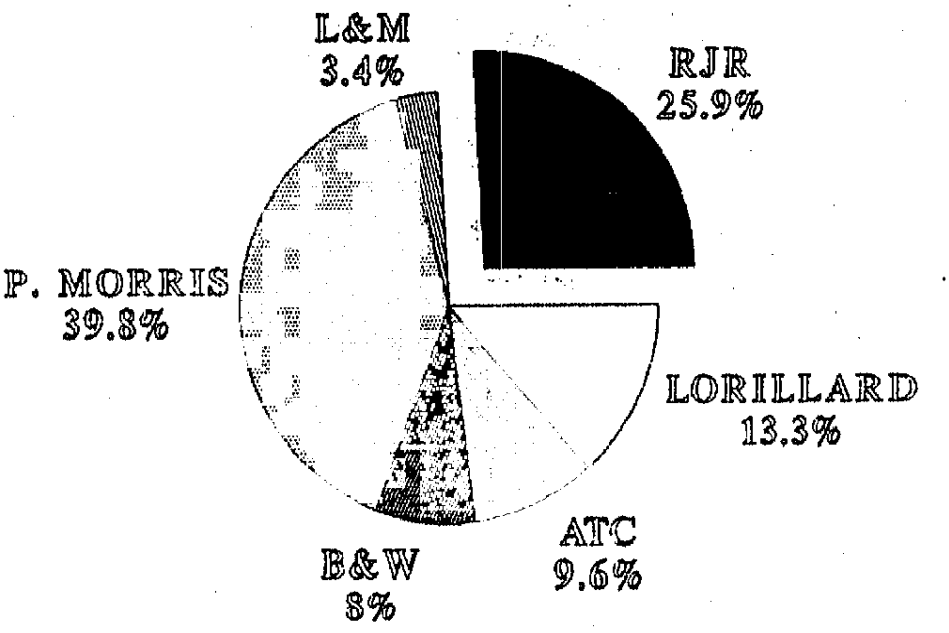
Source: https://www.industrydocuments.ucsf.edu/docs/nlhy0000

WAKEFERN FOOD CORPORATION
CIGARETTE ITEM SHARE



OCTOBER 1990 REGRESSION REPORT

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Source: https://www.industrydocuments.ucsf.edu/docs/nlhy0000